# RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

**RJR Account #044880**
Mr. P. Martin
A. D. BEDELL

**S[redacted]ER WINSTON B2GF CAP / PROMOTION #700927**

Dear Page:

*WINSTON* regular product has been ordered (see quantities listed below), as well as **27** skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| UPC Code | WINSTON Brand Style | Case Size | #/ Cases |
|---|---|---|---|
| 12300-11012 | *Full Flavor* | 12M | **1** |
| 12300-11212 | *Full Flavor Box* | 12M | **1** |

| | |
|---|---|
| Product / Premium Arrival: | **September 15, 1997** |
| Ship Date to Retail: | **Week of: September 23, 1997** |
| SKU CUBE: | **2.5480** |
| SKU WT (w/o Product): | **8.2000 lbs** |
| Retail Sales Offer per Sku: | **20 units** |
| Billing per Sku: | **4 Full Price Cartons** |
| EFT $ Amount: | **$1,418.34** |
| Non-EFT $ Amount: | **$N/A** |

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Source: https://www.industrydocuments.ucsf.edu/docs/gpny0000

**Promotion Description**: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free ***Winston 'No Bull' Cap***.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST***
***SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$50.40 (1.8 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

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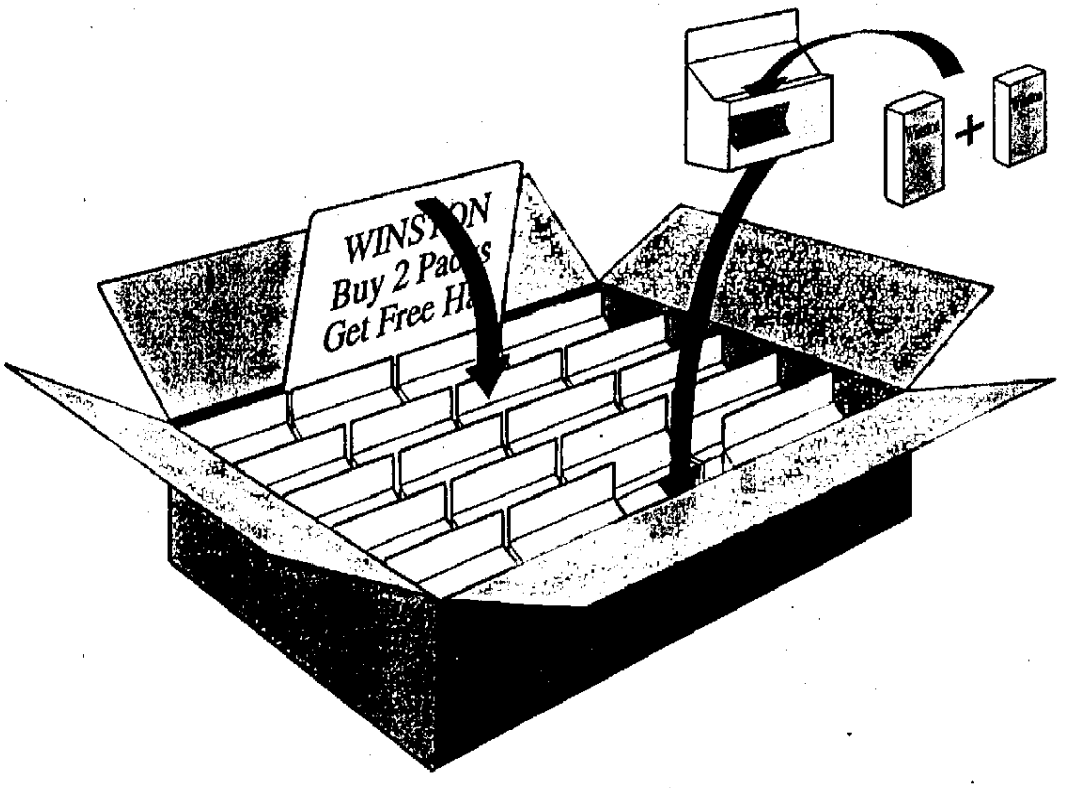
# WHOLESALER PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

**STEPS**

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.




**Item:** # 529301
**Description:** WINSTON B2GF Hat Display / POS Kit

| | | | | | | |
|---|---|---|---|---|---|---|
| Brand Style | FF King | FF Box | | | | |
| Number of Cartons | 2 | 2 | | | | |

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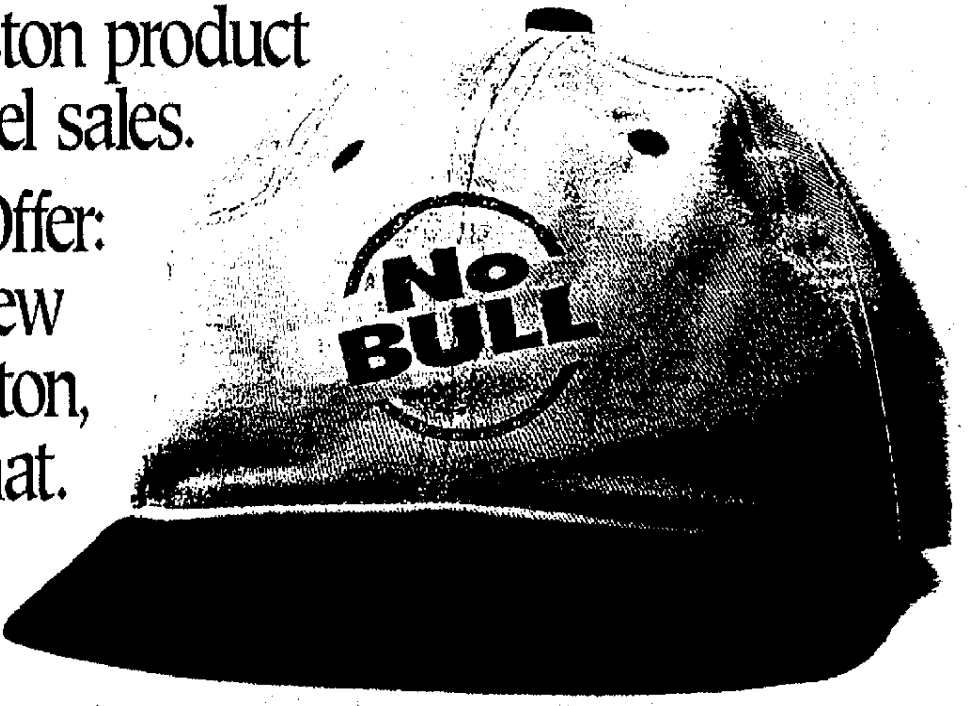
Source: https://www.industrydocuments.ucsf.edu/docs/gpny0000

Source: https://www.industrydocuments.ucsf.edu/docs/qpny0000

# The right premium caps everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.

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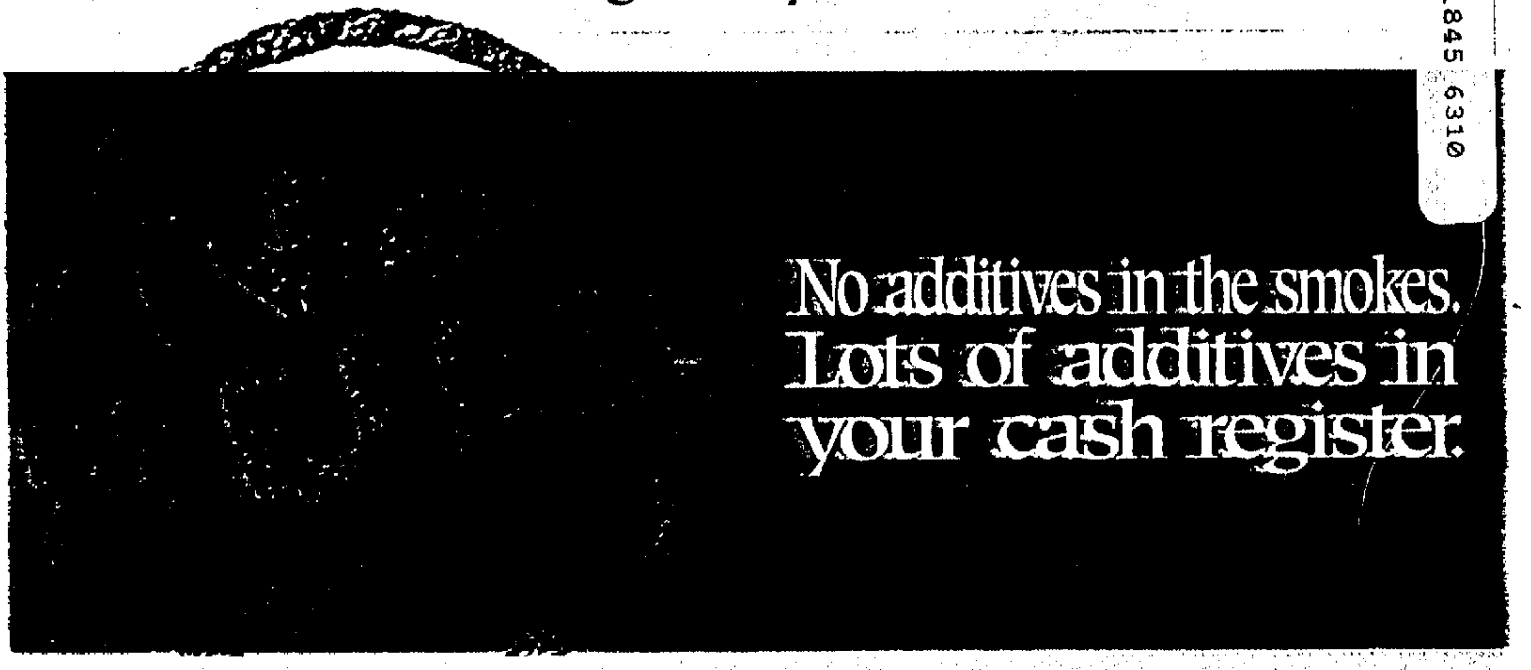

No additives in the smokes. Lots of additives in your cash register.

WHOLESALER : 044880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE # |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162606 | 162628 | 398393 | URBAN TOWNE NEWS | 25 N MAIN ST | JAMESTOWN | NY | 14701 | 1 | NYS | | | (716)483-5371 |
| 162606 | 162628 | 764502 | MCKINLEY S MARKET | 439 WILLARD ST | JAMESTOWN | NY | 14701 | 1 | NYS | | | (716)664-6955 |
| 162607 | | 182888 | HURLERS GROCERY | 603 E MAIN ST | WESTFIELD | PA | 16950 | 1 | | | BRU | (814)367-2707 |
| 162607 | 162228 | 335894 | AUSTINBURY CTRY STO | RR 2 BOX 310 | KNOXVILLE | PA | 16928 | 2 | | | BRU | (814)326-4616 |
| 162607 | 162628 | 357342 | THE HUB | 501 W MAIN ST | SMETHPORT | PA | 16749 | 2 | | | | (814)887-5585 |
| 162607 | 162225 | 382720 | STATE LINE ONE STOP | RTE. 449 MAIN ST. | GENESEE | PA | 16923 | 3 | | | BRU | (814)228-3660 |
| 162607 | 162225 | 398360 | BRENNAN MARKET | MAIN STREET | ULYSSES | PA | 16948 | 1 | | | BRU | (814)848-7501 |
| 162607 | | 543714 | LANES CITGO | 306 S. MAIN STREE | SHEFFIELD | PA | 16347 | 1 | | | 917609 | (814)968-5480 |
| 162607 | | 566942 | SMITTY'S COASTAL | ROUTE 6, BOX 6 | GAINES | PA | 16921 | 1 | | | 941856 | (814)435-2178 |
| 162607 | 162628 | 608171 | YE OLDE TYME SHOPPE | 17 SOUTH MAIN ST | CLARENDON | PA | 16313 | 1 | | | BRU | (814)723-7199 |
| 162607 | 162627 | 705264 | BP SHOP | CENTER & NORTH ST | ST MARYS | PA | 15857 | 1 | | | | (814)834-7070 |
| 162607 | 162628 | 714927 | CARTERS CONVENIENCE | 304 PENN AVENUE E | WARREN | PA | 16365 | 3 | | | | (814)726-0341 |
| 162607 | 162225 | 728526 | REEDS MARKET | 647 MAIN STREET | GENESEE | PA | 16923 | 2 | | | BRU | (914)228-3318 |
| 162607 | 162628 | 764541 | STEVES UNITED NEWS | 330 PENN AVENUE | WARREN | PA | 16365 | 1 | | | | (814)723-5705 |
| 173001 | 173022 | 399049 | THOMAS MKT | 100 S MAIN ST | UNION CITY | PA | 16438 | 1 | | | | (814)438-3422 |
| 173001 | | 572289 | OTTO'S KEYSTONE | P.O. BOX 90 | PLEASANTVILLE | PA | 16341 | 1 | | | 939827 | (814)589-7696 |
| 173001 | 173022 | 626433 | TITUSVILLE NEWS | 401 W. CENTRAL AV | TITUSVILLE | PA | 16354 | 4 | | | | (814)827-1227 |

PAGE BREAK TOTAL ACCOUNTS 17 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 17 TOTAL QUANTITY 27

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 09/23/97

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15371191
DATE WRITTEN: 09/23/97
STATUS: PAID
AMOUNT PAID: 50.40

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

| DESCRIPTION | UNITS | AMOUNT |
|---|---|---|
| '97 VAP PK & SHP | 1.80 | 50.40 |

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/CHERYL ALESSANDRA

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